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RR RUEHCHI RUEHCN RUEHDT RUEHHM
DE RUEHJA #0548/01 0771038
ZNR UUUUU ZZH
R 171038Z MAR 08
FM AMEMBASSY JAKARTA
TO RUEHC/SECSTATE WASHDC 8370
INFO RUEHHS/ASSOCIATION OF SOUTHEAST ASIAN NATIONS
RUEHBY/AMEMBASSY CANBERRA 2188
RUEHBJ/AMEMBASSY BEIJING 4829
RUEHKO/AMEMBASSY TOKYO 1681
RUEHUL/AMEMBASSY SEOUL 4474
RUEHTC/AMEMBASSY THE HAGUE 3374
RUCPDO/DEPT OF COMMERCE WASHDC
RUEHRC/USDA FAS WASHDC
RUEAUSA/DEPT OF HHS WASHINGTON DC
RUEHJS/AMCONSUL SURABAYA 2127

UNCLAS SECTION 01 OF 02 JAKARTA 000548

SIPDIS

SIPDIS

DEPT FOR EAP/MTS, EAP/PD, OES/ETC, OES/STC, OES/SAT, OES/PCI

E.O. 12958: N/A

TAGS: [KPAQ](#) [SENV](#) [TPHY](#) [TBIO](#) [TRGY](#) [ID](#)

SUBJECT: ENVIRONMENTAL OUTREACH WITH NATIONAL GEOGRAPHIC

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¶1. (U) Summary: Embassy Jakarta co-hosted a reception on March 14 with National Geographic (NG) and Indonesian television network ANTV at the Ambassador's residence. More than 200 guests from the media, government, civil society, and the private sector attended. The event, titled "Celebrate Indonesia's Natural and Cultural Diversity", thanked NG for its efforts to raise public awareness about the environment and for its contribution to the "Art in Embassies" program; commemorated the first "all-Indonesia" issue of National Geographic magazine; and provided a forum for a diverse group of stakeholders to meet and discuss potential future environmental projects. ANTV and other local print media covered the unique evening, which doubled as both a representational event and a program. End Summary.

RECOGNIZING NATIONAL GEOGRAPHIC

¶2. (U) Using a giant version of current March 2008 NG all-Indonesia issue as a backdrop, the event featured a gallery of photographs from the new issue, a live demonstration of Indonesian traditional martial arts and music, NG photographers taking pictures of guests, a looped video presentation of National Geographic Television's "Wild Indonesia" and a special "dessert volcano." The Ambassador and his co-hosts opened the giant issue to reveal a large-scale version NG's newly updated political map of Indonesia.

¶3. (U) Joining Ambassador Hume in commemorating this edition was media mogul Jakob Oetama, whose Gramedia company publishes National Geographic in Indonesian as well as ANTV President-Director Anin Bakrie. Among the VIP and celebrity guests attending were the Hong Kong-based CEO of Star, Ltd., which is ANTV's partner in Asia; Dr. Birute Galdikas, co-founder of the Orangutan Foundation International, which USAID assists and who has appeared twice on the cover of the international edition of "National Geographic";* and over 30 television and film stars.

A FORUM FOR NEW PARTNERSHIPS

¶4. (U) Embassy officers facilitated introductions among the diverse group of celebrities, activists, government officials, and business representatives in attendance. For many guests, the reception provided an opportunity to meet contacts outside of their usual spheres. Participants discussed environmental projects ranging from a proposed eco-village outside of Jakarta to broader Indonesian and regional priorities such as the Heart of Borneo and Coral Triangle Initiatives. Copies of the new "Art in Embassies" brochure, which included photography from National Geographic featuring images of Indonesia on display in the residence, were given to guests.

MEDIA COVERAGE

¶5. (U) ANTV's "Topik Pagi" morning news program on March 15, featured a story about the Indonesian natural diversity and its importance for Indonesians and the world. "Wild Indonesia," a National Geographic documentary which will be aired on ANTV soon, was also mentioned as well as the launch of the new Indonesian political map inside the March issue.

¶6. (U) On March 16, ANTV's infotainment program "Espresso" ran a feature story on the event, using short interviews from artists and celebrities who attended. The piece showed ANTV President-Director Bakrie on camera, specifically talking about the cooperation between the Embassy, ANTV and National Geographic, and their shared common vision. The program was rebroadcast later the same day.

¶7. (U) March 17 coverage in "Kompas," Indonesia's leading national daily newspaper, featured an article on the event. Post anticipates further coverage in several magazines -- all of which is unusual for a private diplomatic event.

Comment

¶8. (U) The event served as an effective follow-up to the recent United Nations COP-13 Climate Change Conference hosted in Bali in December of 2007. It brought together a good cross-section of public and private Embassy partners and key media players, and

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clearly demonstrated the U.S. Government's interest in working together with Indonesia to increase environmental cooperation and

partnership.

HUME